

MINUTES
IMPERIAL BEACH CITY COUNCIL
REDEVELOPMENT AGENCY
PLANNING COMMISSION
PUBLIC FINANCING AUTHORITY

JULY 13, 2010

City Council Chambers
825 Imperial Beach Boulevard
Imperial Beach, CA 91932

SPECIAL MEETING – 6:00 P.M.

SPECIAL MEETING CALL TO ORDER

MAYOR JANNEY called the Special Meeting to order at 6:00 p.m.

ROLL CALL BY CITY CLERK

Councilmembers present:	Bragg, McCoy, Rose
Councilmembers absent:	None
Mayor present:	Janney
Mayor Pro Tem present:	King
Staff present:	City Manager Brown; City Attorney Lyon; City Clerk Hald

AGENDA CHANGES

None.

**MAYOR/COUNCIL REIMBURSEMENT DISCLOSURE/COMMUNITY ANNOUNCEMENTS/
REPORTS ON ASSIGNMENTS AND COMMITTEES**

MAYOR JANNEY thanked the Kiwanis Club for hosting an employee appreciation luncheon for City employees.

COMMUNICATIONS FROM CITY STAFF

None.

PUBLIC COMMENTS

None.

REPORTS

1. COMMERCIAL ZONING REVIEW. (0610-95)

The following items were submitted as Last Minute Agenda Information:

- 2010 Calendar
- Remaining Actions Before Council Review
- Timeframe

CITY MANAGER BROWN introduced the item.

COMMUNITY DEVELOPMENT DIRECTOR WADE gave a PowerPoint presentation on the design guidelines; he noted the purpose of these guidelines is to create a vibrant commercial retail experience for pedestrians and provide for good retail design. The topics covered included:

1. Relationship of building to site and surrounding area;
2. Commercial and mixed-use development;
3. Ground floor uses and street level design;
4. Landscape improvements and open space; and
5. Circulation and parking.

City Council supported the design guidelines, as well as adopting them concurrently with the other proposed zoning amendments.

COUNCILMEMBER MCCOY requested staff provide City Councilmembers with copies of the Seacoast Drive Landscape Design Manual.

In response to Councilmember Bragg, COMMUNITY DEVELOPMENT DIRECTOR WADE stated that outdoor display of merchandise is prohibited under the current code; there is a restriction that all business must be conducted indoors and, therefore, putting merchandise outdoors does not comply with that regulation; there is, however, a temporary outdoor sales permit allowing business to be conducted outside four times a year for up to 72 hours at a time; he noted that outdoor displays may be a challenge with narrow walkways, may impede pedestrian traffic, and may be difficult to regulate; if City Council supported outdoor displays of merchandise, he suggested displays be limited to a certain square footage and occur on private property; he further stated the displays cannot be in the public right-of-way nor impede public access.

Following extensive discussion, City Council expressed support for staff to return to City Council with innovative ideas on how to allow and regulate outdoor display of merchandise separate of the Commercial Zoning Review process.

City Council reviewed the Matrix of Recommendations and suggested the following changes:

Page 1 – City Council expressed concern regarding the recommendation that parking be reduced 25% for vertical mixed use; there was support for removing the recommendation from consideration at this time for later analysis.

In response to Councilmember McCoy, COMMUNITY DEVELOPMENT DIRECTOR WADE stated he would find out if the California Coastal Commission has approved any coastal cities' mixed use development projects with reduced parking by combining (or sharing) parking between business and residential.

Page 2 – Stepbacks and setbacks to be discussed at the July 21st City Council meeting.

Page 3 – Under New Zones, remove outdated note that states, "Presented, but no action taken. To be comprehensively presented at a future City Council meeting."

Page 4 – Under the First Floor Height Requirement, change Council Direction with the range of 12' to 15' to just 15'.

City Council discussed the community outreach possibilities, the methods by which staff would present the information and capture the community's input.

BRIAN JONES spoke for meaningful input from the public; he suggested the allowance of time for the public to review the information, have questions answered and then provide input; he expressed concern about the challenges the public may face in understanding the information.

MICHAEL CAREY spoke in support for a comprehensive and meaningful public review process similar to the one held for the 9th & Palm & project where the whole community was invited to participate; he stressed the importance of allowing the public time to digest the information.

JOHN CARR indicated a neutral position (was not available to speak).

MAYOR JANNEY spoke in support for bringing the item before the Design Review Board prior to holding the community discussion.

There was support for an explanatory document that encapsulates the pertinent changes. Consensus of City Council to review the explanatory document at the August 18th City Council meeting, as well as discuss the public review process.

ADJOURNMENT

MAYOR JANNEY adjourned the meeting at 7:49 p.m.

James C. Janney, Mayor

Jacqueline M. Hald, CMC
City Clerk